

Kalamazoo Public Library

Annual Report 2018–19



Kalamazoo
Public Library



Central • 315 S. Rose St.

Eastwood Branch • 1112 Gayle Ave.

Oshtemo Branch • 7265 W Main St.

Alma Powell Branch • 1000 W. Paterson St.

Washington Square Branch • 1244 Portage St.

Message from the Director



Ryan Wieber, *Director*

Today's library is challenged in myriad ways to ensure patrons' expectations are met through delivery of newer material formats and changing technologies, maintaining the right proportion, convenience and availability of print and digital collections, and planning for equitable access to Kalamazoo Public Library's programs, facilities, collections, and online offerings. I am excited that KPL is up to that challenge and has accomplished great things for

Kalamazoo during 2018–19. This report highlights some of the ways KPL made a community impact during the year with our programming, partnerships, technology, and innovative ideas.

For the year, the library saw an overall 6% increase in circulation of materials, led by significant jumps in checkouts of ebooks, e-audiobooks, and DVDs. Checkouts of traditional print items increased by 3% for the year, led by jumps in juvenile and teen materials. Onsite computer usage dipped by 3%, while onsite WiFi logins increased by that same margin. Over 61,000 patrons attended 2,045 programs and events at all library locations, and library visits totaled 543,755. Virtual visits to the website totaled 574,622, and substantial improvements to the website and library catalog were designed to increase discoverability of all material formats and library events,

provide more convenience in account management, and adhere to web content accessibility guidelines. Communication to patrons also improved with changes to our quarterly newsletter – the newly renamed PRISM – with more color, content, and news of the activities and offerings found at KPL.

In an effort to connect better with our community and grow literacy, KPL and Kalamazoo Public Schools initiated the OneCard program where all KPS students automatically received a public library card. In partnership with Southwest Michigan Peer Recovery Institute, KPL hired peer navigators at Central Library who assist patrons by linking them to needed resources and services in Kalamazoo. Innovative to be sure, however, these programs are also real-life inspired methods organically created to address patron needs, promote literacy and libraries, and improve lives with public library service.

Strategic planning that occurred during 2018–19 will set the direction for the next several years at Kalamazoo Public Library. The strategic planning process undertaken— with the help of community members— has laid out bold new priorities and actionable strategies to meet local aspirations. The KPL Plan summarized in this report will be the guide that drives future programming and outreach efforts, services and activities, and collection-building. We're looking forward to a refocused vision that centers on Engaging the Community; Inspiring Literacy, Learning and Experiences; and Advancing Equity and Inclusion for our Diverse Community by reaching more people and demonstrating how the public library can provide real impact for Kalamazoo. 📖

OneCard – Fall 2018

Kalamazoo Public Library began a collaboration with Kalamazoo Public Schools (KPS) in September 2018 to provide a library card for every KPS student.

OneCard was created to enrich and support KPS school instruction, complementing the resources available through school libraries with access to KPL's print and online resources.

All students preschool through 5th grade received an actual library card and all middle and high school student identification cards double as library cards.

The OneCard partnership was launched at all Kalamazoo Public Schools grades K–12 in the fall of 2018. Since then, OneCard has enjoyed a very successful first year and KPL is excited to share some highlights from the usage report conducted during the summer of 2019. 📖

kpl.gov/children/for-parents/onecard/onecard/



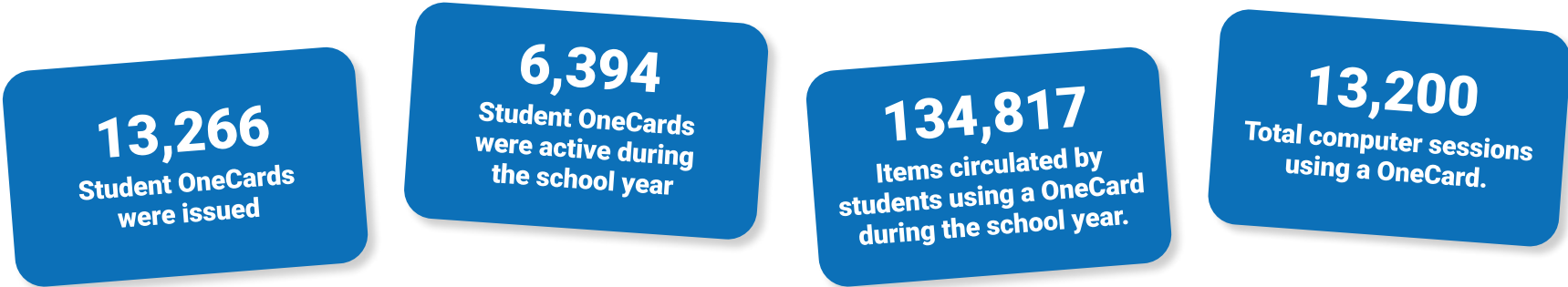
“Students having their school identification card also be a public library card has allowed for greater access to our community resources. For example, one of my students was able to access a sequel to a book digitally from home using his OneCard. Since kids are all issued ID cards, they automatically have library cards and are able to have all of Kalamazoo Public Library’s resources at their fingertips – even if they are not able to get to one of the physical library branches.”

— Laura Warren-Gross, Librarian
at Maple Street Magnet School for the Arts

A KPS Family’s Perspective ...

“As a parent, the OneCard has been easy to use and appreciated. When my son left his card at home, the librarians simply looked up his student ID number, and he was able to check out the books he wanted. When my son and I visit the library, we often see so many students from his school on the computers, reading books, or checking out books. The OneCard is an excellent gift for KPS families.”
— KPS Parent

“I like the OneCard because I can check out books when I go to the library. I can check out some of my favorite books like graphic novels or books about history. I really like books by Dav Pilkey or Jason Reynolds, so I can check those out with my card. Everyone should be able to have a library card.”
— KPS fifth-grader



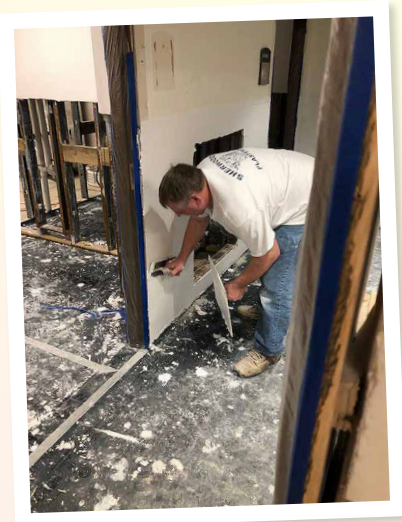
Washington Square Restoration – Fall 2018

In September of 2018, KPL embarked on an 8-week restoration project to repair the heavy damage the lower level of the Washington Square Branch sustained during heavy rains and recurring flooding. The goal was not only to repair the damage, but to install additional preventative measures to prevent future flooding and water damage.

These repairs included:

- Removal and replacement of damaged dry wall
- Installation of a dewatering system
- Installation of water diversion drainage on the exterior grounds of Washington Square
- Repair and restoration of woodwork to maintain historical charm 📸

kpl.gov/washington-square/



Celebrating 27 Years of the Late Show

The Late Show is a bedtime reading program where volunteers read over the intercom to all of the youth in residence at the Kalamazoo County Juvenile Home, two or three nights a week. KPL coordinates this program and selects the readings.

Other Late Show programs include the Diversions Book Clubs and Author Visits. The Diversions Book Clubs are run by volunteers inside the Juvenile Home. Youth are encouraged to read aloud during book club and share their ideas. Author Visits are offered whenever we have a Teen Author visiting KPL. It's a great opportunity for teens in detention to meet an author, talk with them about books and reading, and receive a signed book. Kalamazoo Public Library works hard to serve the teens in our community ... no matter where they are! 📖

Reading Together 2019: *The Hate U Give* by Angie Thomas – Spring 2019

KPL selected the #1 New York Times bestselling book *The Hate U Give* by Angie Thomas as the title for the 2019 *Reading Together* community read. The fiction story examines the topics of racism and police brutality through the experience of sixteen-year-old Starr Carter who navigates between the poverty-stricken neighborhood where she lives and the upper-crust suburban prep school she attends. Her life is upended when she is the sole witness to the shooting of her childhood best friend, Khalil by a police officer.

While unfortunately author Angie Thomas took ill and was unable to attend the April 17 author visit at Miller Auditorium, the 2019 *Reading Together* program was very well received in Kalamazoo and sparked a lot of deep discussions, self-reflection and an overall motivation to create change in Kalamazoo and beyond. Here are some of the highlights of the 2019 *Reading Together* program. 📖

Created Empathy

"I appreciate understanding experiences of black people in the U.S. which is foreign to me as a white person."

Inspired Change

"I am consciously trying to find my voice to speak up regarding racism, in caring and love and humility, not with anger or silence."



2019
**Reading
Together**

2,241
print copies of
The Hate U Give circulated
within the KPL system after
the title announcement
in 2018.

928
non-print versions
of *The Hate U Give*
(digital, audio and
the movie) circulated.

830
teens and adults attended
book discussion and/or
events focused on
the themes of
The Hate U Give.

25
community partners across
Kalamazoo County hosted
or participated in discussions/
events focused on the themes
of *The Hate U Give*.

3,373
attendees were expected
to attend the April 17 author
visit at Miller Auditorium which
has a seating capacity
of 3,500.

300-plus
copies of *The Hate U Give*
were given by KPL teen services
through teen book clubs hosted
at KPL and other KYDNet
partners.

kpl.gov/reading-together/



New KPL Website

KPL officially launched a completely revised kpl.gov website in 2019. The changes were a direct result of a 2016 KPL conducted user experience (UX) study with Western Michigan University to determine what functionality our patrons wanted from the KPL website. Overwhelmingly, the results were clear. Patrons wanted a fast, streamlined user experience where they could easily find what they are looking for at the click of a button. The website, events calendar and catalog were all rebuilt to encourage users to easily explore and discover new titles and programs. Special attention was given to make the new site easier for people using assistive technologies and devices.

Some of the new key features included:

- New Explore menu to browse and search the entire KPL catalog of physical and digital titles.
- New Events menu to find events at KPL organized by age, location, date and more.
- New Services menu to learn more about what KPL can do for you.
- New Site Search to find everything on kpl.gov, from catalog titles, databases, articles and more.
- New My Account where patrons can log into their library account to view their current and previous checkouts, holds, fees and access their e-library card.
- Now Completely Adaptable for all mobile devices – no more need for a separate app.



***Since the launch of the new website we have seen a:**

19% increase

in visits: 218,021 to 260,177

54% increase

in visit length in seconds: 115 to 177

21% decrease

in bounce rates: 62% from 41%

Thanks to our new website being much more mobile friendly, we have seen a:

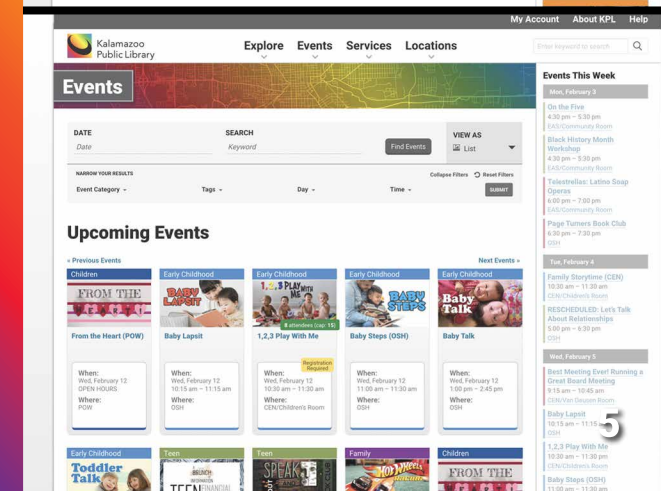
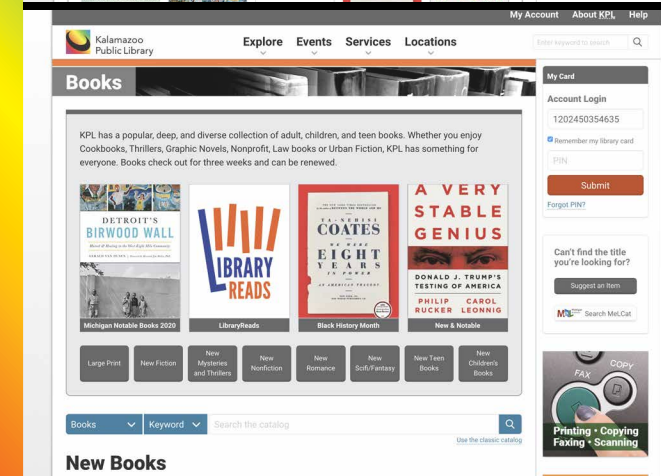
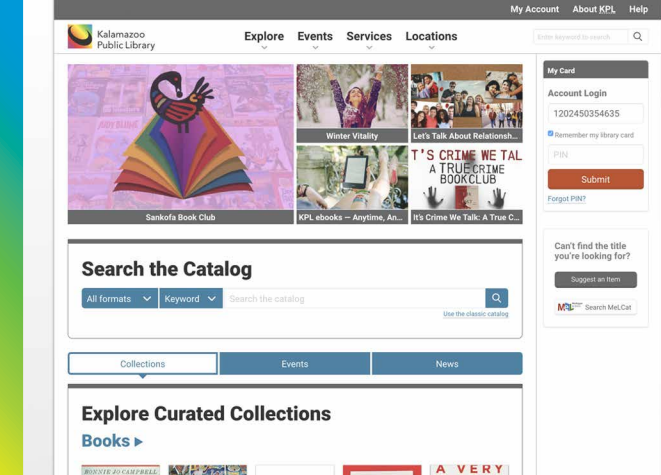
79% increase

in visits via mobile phone: 63,561 to 112,757

66% increase

in visits via tablet: 15,405 to 25,588

***Comparing July–Nov 2018 to July–November 2019**



The KPL Plan 2019–22 • KPL Creates Community: Revealed June 2019

Purpose, Vision, Values

Vision

Leading a stronger community through literacy, learning, and innovation

Community Aspirations

Equitable and Inclusive, Literate and Educated, Informed, Creative

Core Values

At the Kalamazoo Public Library:

- We are committed to excellence in programs, services and collections.
- We are community-focused.
- We are committed to and intentional about equity and anti-racism.
- We have safe, beautiful, and comfortable spaces.
- We are committed to continuous improvement and innovation.
- We have a passionate, engaged, knowledgeable, and creative staff.

Priority 1: Engaging the Community

Community members told us that an engaged citizenry is important for collaborative solutions and informed residents. The library will play a central role in strengthening the human capital of Kalamazoo by:

- Facilitating community dialogues
- Developing spaces for groups to meet
- Providing forums on issues that are important to the community
- Providing collections that support learning about issues of public concern

Priority 3: Inspiring Literacy, Learning, and Experiences

Public libraries provide a lifetime of learning opportunities offering diverse experiences and filling gaps in other educational programs found in the community. The library will support lifelong learning in our community by:

- Offering new opportunities around multiple literacies, including reading, digital literacy, life skills, financial literacy and cultural programming
- Providing new opportunities that might include creating curricula and serialized learning through ongoing classes around particular subjects or offering drop-in training in practical skills utilizing on-site experts

Priority 2: Pursuing Equity and Inclusion—Library Services for All in our Diverse Community

Removing barriers for community members to access the library's services collections and programs is essential to providing equal access to all. To achieve this, the library will:

- Establish a public presence in areas throughout the community where it may be more difficult to come to the library by utilizing technology, mobile services, pop-up programs, delivery or other tools
- Ensure that the physical library locations are inclusive and accessible for all by reviewing signage and digital wayfinding, conducting a disability audit and viewing the layout of service desks through an inclusive lens
- Review other potential barriers to use and use data-driven decisions that lead to the best use of resources and maximize the impact in our community.

While these priorities will be the library's focus for the upcoming years, KPL already began the work of putting some of these goals into action during the 2018–19 fiscal year.

kpl.gov/about/the-kpl-plan/

Life and Legacy Celebration of Alma Powell – June 2019

Alma H. Powell worked as a librarian at Kalamazoo Public Library from 1946 until her death in 1967. In 1971, the former Van Avery Drug Store on North Burdick Street was remodeled and named the [Alma Powell Branch](#) in her honor. In 1978, 11 years after the passing of Alma H. Powell, staff and friends of the Alma Powell Branch designated a week in June to be known as “Alma Harrod Powell Week.”

On June 22, 2019, KPL continued this tradition by hosting a Life & Legacy Celebration of Alma Powell at the Douglass Community Association Center, home to KPL's Alma Powell Branch since 1985. Speakers included author, journalist and historian Sonya Bernard-Hollins, friends and family of Alma Powell and local dignitaries. A new portrait of Powell created by renowned local artist James Palmore was also unveiled as part of an art exhibit created by Kalamazoo Public School Students in the Barnabee Gallery.

Photos by Jacqueline Luttrell. 📷



Thanks a Million, Friends – April 2019



Friends of the Kalamazoo Public Library Board of Directors members and officers and Library Director, Ryan Wieber. The Friends encourages literacy while providing ongoing support to many KPL programs and services.

Since 1959, the [Friends of the Kalamazoo Public Library](#) has provided ongoing support to many KPL outreach programs and services through the sales of gently used books from the Friends Bookstore, membership dues and gifts.

In March 2019, the Friends announced since 1997, they have raised and donated more than a million dollars to KPL. These donations have funded:

- Mini grants for innovative KPL services
- Scholarships for KPL Staff
- Community literacy programs including *Summer Reading Challenge, Reading Together* and much more 📷





2018–19 Statistics

Total Circulation	2018–19	2017–18	2016–17
Books & eBooks	892,313	863,848	860,610
Audiobooks	99,774	84,725	70,819
Music	59,551	73,389	81,230
Video	670,614	608,522	640,632

Circulation by Branch	Central	Oshtemo	WSQ	Eastwood	Powell	Digital
Books & eBooks	448,408	268,755	41,543	25,653	11,634	96,320
Audiobooks	12,737	8,085	765	600	256	77,331
Music	29,716	5,080	3,247	1,511	1,050	18,947
Video	355,487	114,419	85,382	51,179	52,889	11,258
Total Items Circulated	846,348	396,339	130,937	78,943	65,829	203,856

PCs & WiFi	2018–19	2017–18	2016–17
Public PC Use	108,430 Sessions	111,884 Sessions	113,284 Sessions
WiFi Connections	29,917 Sessions	28,977 Sessions	31,104 Sessions
Website Traffic	517,956 Visitors	524,912 Visitors	455,364 Visitors

Law Library	2018–19	2017–18	2016–17
Visitors	3,163	2,898	3,061
Phone Calls	1,953	1,817	1,539
Questions Answered	5,163	5,507	4,787

2018–19 Statistics

Programs	2018–19	2017–18	2016–17	Program Attendance	2018–19	2017–18	2016–17
Adult Programs	414	387	195	Adult Attendance	10,530	12,001	11,513
Teen Programs	244	252	321	Teen Attendance	7,991	8,355	8,768
Youth Programs	1,387	1,645	1,551	Youth Attendance	42,873	43,202	42,461
Total	2,045	2,284	2,067	Total	61,394	63,558	62,742

Programs by Branch	Central	Oshtemo	WSQ	Eastwood	Powell	All
Adult Programs	278	64	36	9	27	414
Teen Programs	152	44	3	13	32	244
Youth Programs	331	309	226	262	259	1,387
Total	761	417	265	284	318	2,045

Program Attendance by Branch	Central	Oshtemo	WSQ	Eastwood	Powell	All
Adult Attendance	7,338	1,219	921	127	925	11,917
Teen Attendance	6,449	454	74	80	934	7,991
Youth Attendance	17,991	9,408	7,160	4,333	3,981	42,873
Total	31,778	11,081	8,155	4,540	5,840	62,781

Patron Visits by Branch	Central	Oshtemo	WSQ	Eastwood	Powell	All
Visitors	322,632	122,542	38,954	21,125	38,502	543,755



2018-19 Statistics

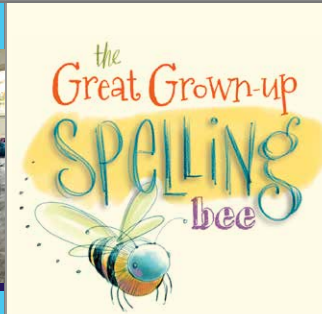


KPL's Digital Lab

Visitors
953
3D Printer Projects
93
Digitization Projects
510
Production Projects
350



KPL hosted
186
Community Events
for area businesses
and nonprofits



Raised
\$18,100
for early literacy
programs



Challenged
16 Schools
&
1,220 Kids



Annual event of volunteers
reading books to
children in a local park,
while in character.

People reached,
children and adults:

**Kalamazoo
Bronson Park
2250**

**Vicksburg
District Library
180**

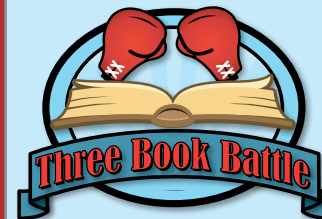
**Galesburg-Charleston
Memorial Library
158**



Gift books
distributed to
early literacy partners
& children ages 0-5:
16,231



1,200 Attendees



Participation
**38 Teens
&
Tweens**

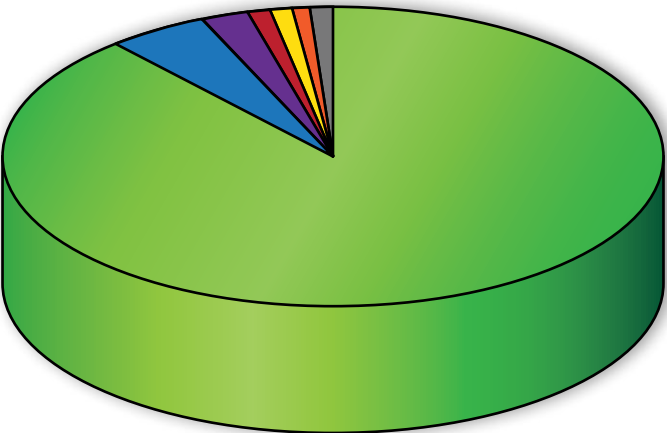


**Summer
Reading
Challenge**
5,081
Readers

Financials for Fiscal Year 2018–19

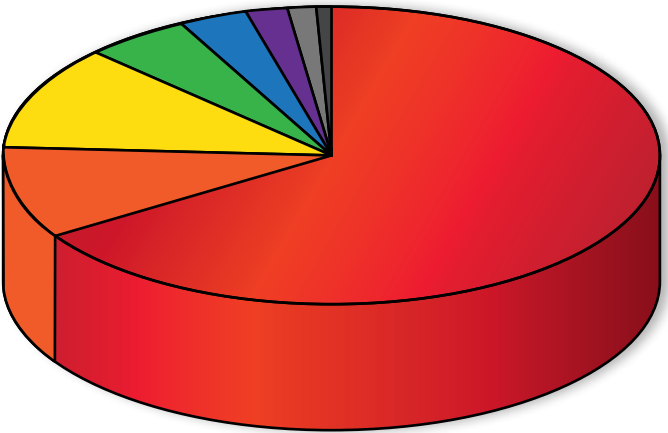
Revenue

Property Taxes	\$11,196,907
State Aid	\$631,022
Grants and Memorials	\$296,507
Investment Income	\$142, 751
District Court Penal Fines	\$155,261
Library Fines and Fees	\$98,964
Other	\$146, 637
<hr/>	
Total Revenue.....	\$12,668,049



Expenditures

Salaries & Benefits	\$7,969,687
Library Books and Materials	\$1,182,152
Technical & Purchased Services	\$1,248,644
Facilities Maintenance & Repair	\$653,676
Capital Expenditures.....	\$452,329
Operating	\$276,201
Programming.....	\$184,362
Other	\$95,493
<hr/>	
Total Expenses	\$12,062,544



General Operating Fund and Capital Improvement Fund only.





Celebrated 10 Years of Service to Kalamazoo In March, 2019

ONEplace @ KPL is a nonprofit capacity building center located within Kalamazoo Public Library that provides a variety of free trainings and services to hundreds of nonprofit organizations in Kalamazoo County.

ONEplace hosted a 10-year anniversary celebration at KPL on March 21st, 2019. This event celebrated accomplishments, thanking critical ONEplace partners like **Irving S. Gilmore Foundation, Kalamazoo Community Foundation** and **KPL**, and explored ONEplace's vision for the next 10 years. 📷

kpl.gov/oneplace/

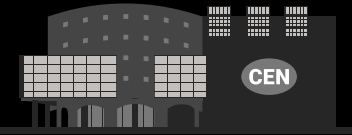


KPL Board Details, Branch & Contact Info

KPL Board of Directors, 2018–19

President	Lisa Godfrey	Term: 2020
Vice President	Jannie Williams	Term: 2020
Treasurer	Robert Paul Brown	Term: 2020
Secretary	Cheryl TenBrink	Term: 2020
Trustee	Christine Kindy	Term: 2022
Trustee	Jennifer Moore	Term: 2022
Trustee	Anna Myers Moss	Term: 2022

James E. VanderRoest	Term ended: 2018
Valerie L. Wright	Term ended: 2018
Kerria Randolph	Term ended: 2018



Central
315 S. Rose St.
Kalamazoo, MI 49007
(269) 553-7800



Eastwood
1112 Gayle Ave.
Kalamazoo, MI 49048
(269) 553-7810



Oshtemo
7265 W Main St.
Kalamazoo, MI 49009
(269) 553-7980



Alma Powell
1000 W. Paterson St.
Kalamazoo, MI 49007
(269) 553-7960



Washington Square
1244 Portage St.
Kalamazoo, MI 49001
(269) 553-7970



Kalamazoo
Public Library

Organized in 1860 and opened to the general public in 1872, Kalamazoo Public Library now serves a district population of 116,000 through five locations plus multiple outreach ventures. Many Southwest Michigan residents use Kalamazoo Public Library through reciprocal agreements with neighboring libraries.

kpl.gov

